

Apparel and Footwear Specialists in Peru

Market Direction | 2023-03-20 | 37 pages | Euromonitor

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Report description:

Apparel and footwear specialists experienced a significant recovery in sales in 2021, especially during the second half of the year, as restrictions established to combat the pandemic were significantly reduced thanks to the decrease in infections. The easing of restrictions led to an increase in the mobility of people, while the capacity and opening hours of physical stores and shopping centres were extended. In 2022, growth continued, albeit at a slower rate, with sales reaching pre-pandemic l...

Euromonitor International's Apparel and Footwear Specialists in Peru report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Apparel and Footwear Specialists market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth of apparel and footwear specialists continues thanks to greater dynamism of activities away from home and return to social activities

Consumers return to physical stores to see and try products, and to enjoy the shopping experience

E-commerce continues to develop while customers assimilate omnichannel concept, taking advantage of its benefits

PROSPECTS AND OPPORTUNITIES

Apparel and footwear specialists sales to continue to grow thanks to greater dynamism in consumer social activities

Development of physical stores depends on evaluation of profitability and capture of opportunities in underserved areas, such as provinces

Younger consumers can offer interesting business opportunities because of their interest in responsible consumption at affordable prices

CHANNEL DATA

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EXECUTIVE SUMMARY

Retail in 2022: The big picture

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E-commerce is an important ally of retailing and continues to develop

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OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

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Mother's Day

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National Holidays of Peru

Back to school

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